



Methodology: RDU Welcome Signage Feature Selection

Discover Durham is designing “Welcome to Durham” signage to be displayed in Raleigh-Durham International Airport, featuring key Durham elements that are reflective of the community and provide travelers with a preview of what Durham has to offer as a destination.

Features chosen to be included in the final design will be selected based on:

- County-wide data on [top points of interests for Durham visitors in 2023](#)
- The 675 responses to the community-wide input survey collected from June 10 to July 7
- Visual compatibility in the overall design based upon the location of the signage and the material used to construct it